(d) if so, the details thereof; and

(e) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) No, Sir.

(b) Does not arise.

(c) No such survey has been conducted by the Government.

(d) and (e) Do not arise.

Launching of the Kashir Channel of Doordarshan

89. DR. ABRAR AHMED: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan had launched the Kashmir (Kashir) Channel with the sole purpose of nailing Pakistan's lie and integrating the people of the valley with the rest of the country;

(b) whether any survey has been conducted to find out the utility of the channel for which it was set up; and

(c) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has informed that Doordarshan had launched DD Kashir Channel to provide education, information and entertainment to the viewers in Kashmir.

(b) and (c) Prasar Bharati has informed that Doordarshan had got a survey conducted through Media Research Group, New Delhi to assess the viewership of television programmes in Jammu & Kashmir. The findings of the survey indicate that Doordarshan has a predominant reach in all the three Regions of Jammu & Kashmir, as compared to other channels, and that the viewers in J&K have the highest preference for news on Doordarshan. The survey has recommended that telecast of counter propaganda programmes should be increased and more good quality serials and films and film based programmes shown on this channel.